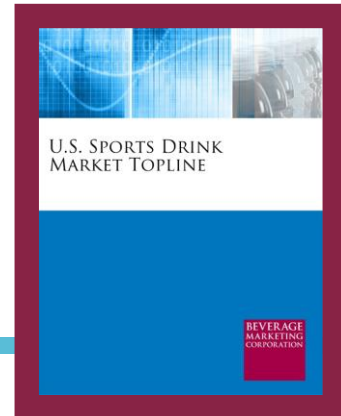


U.S. SPORTS DRINK MARKET TOPLINE

2024 EDITION (To be published September 2024. Data through 2023, preliminary 2024 figures and forecasts through 2028.) More than 20 pages, with text analysis, graphs and charts.



The *U.S. Sports Drink Market Topline* report provides an overview of the sports drink category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the sports drink sector. Includes an executive summary of key trends including discussion of the impact of the coronavirus pandemic.

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INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **7**



HAVE QUESTIONS?

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THE ANSWERS YOU NEED

This topline report offers a concise summary of the overall market. Questions answered include:

- What has been the long-term trend in volume and wholesale dollar sales?
- How have sports beverages performed in the first half of 2024?
- What is the share breakdown of the market by region? How has this changed in the last 35+ years?
- What are the leading sports drink brands by share?
- What are the leading media for advertising expenditures?

THIS REPORT FEATURES

The *U.S. Sports Drink Market Topline* report contains key information and identifies important trends concerning the U.S. market. It features category volume, wholesale dollar sales and per capita consumption data, regional sales volume, leading brand market shares, and five-year projections.



U.S. SPORTS DRINK MARKET TOPLINE



NOTE: The 2024 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2024 edition you receive will have updated data through 2023 and projections through 2028 where applicable.

U.S. Sports Drink Market Topline

December 2023

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NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Contents

Table of Contents

U.S. Sports Drink Market Topline

TABLE OF CONTENTS

TABLE OF CONTENTS	i
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Summary

U.S. SPORTS DRINK MARKET TOPLINE

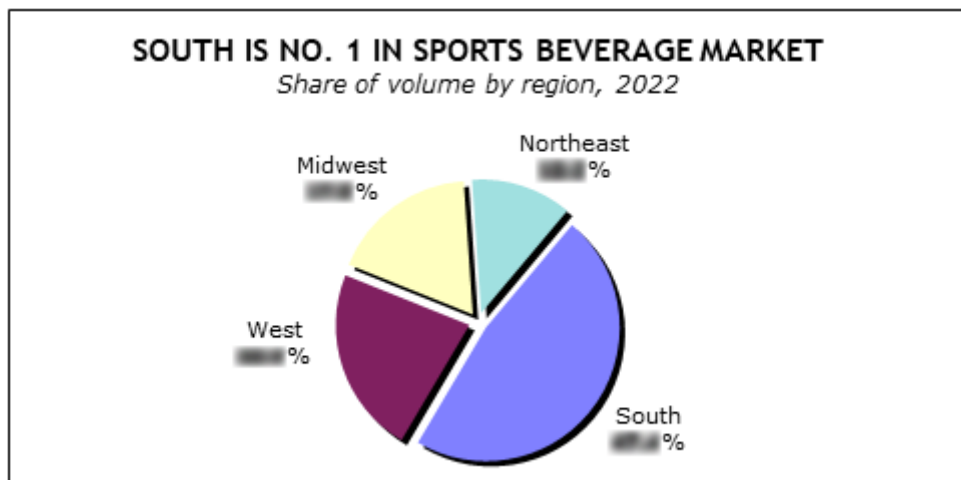
The Current Sports Beverage Market	1
• Overview	1
• Per Capita Consumption.....	3
• Growth	4
• Quarterly Growth Trends.....	4
• Regional Trends.....	5
• Leading Brands	6
• Advertising Expenditures by Media	7

Exhibits

1 Sports Beverage Market Wholesale Dollar Sales and Volume 1985 – 2027.....	9
2 Sports Beverage Market Dollar Sales and Volume Growth 1986 – 2027.....	10
3 Sports Beverage Market Per Capita Consumption 1985 – 2027	11
4 Sports Beverage Market Compound Annual Growth 1990 – 2027.....	12
5 Sports Beverage Market Volume and Growth by Quarter 2022 – 2023	13
6 Regional Sports Beverage Markets Wholesale Dollar Sales 1986 – 2027	14
7 Regional Sports Beverage Markets Share of Wholesale Dollar Sales 1986 – 2027	15
8 Regional Sports Beverage Markets Change in Wholesale Dollar Sales 1987 – 2027 ..	16
9 Leading Sports Beverage Brands Share of Wholesale Dollar Sales 2017 – 2022	17
10 Sports Beverage Advertising Expenditures by Media 2017 – 2022	18
11 Sports Beverage Share of Advertising Expenditures by Media 2017 – 2022.....	19
12 Sports Beverage Change in Advertising Expenditures by Media 2018 – 2022	20

Traditionally, marketers of the major sports beverages rarely resorted to price promotions in their endless quests to gain, or maintain, market share.

- Marketers instead focused on new products and advertising to spur sales. Thanks to Gatorade, sports beverages have traditionally been the most advertised New Age beverages.
- Further, as sports beverages were made available in outlets such as convenience stores and delis, companies were able to maintain premium pricing for their products.
- With the increased influence of mass merchandisers and club stores, sports drink pricing began to decline in the mid-2000s. Powerade performed strongly enough to stem significant price inflation in the overall market.
- In 2009, although Gatorade struggled, PepsiCo refused to cut its price, stating that such a move would cause consumers to doubt its functionality. However, price promotions continued to occur in the new decade, although not so much in the most recent years. Then, in the past three years, the U.S. economy experienced unusual inflation, which has enabled marketers to increase prices rapidly.
- In the years to 2027, sports drinks are expected to continue escaping the price prison, although not to the extent of 2021, 2022 and 2023. The emergence of premium sports drinks like BodyArmor has also conditioned the consumer mind to accept higher prices overall.



Source: Beverage Marketing Corporation

Exhibit 4

**SPORTS BEVERAGE MARKET
COMPOUND ANNUAL GROWTH
1990 – 2026(P)**

Years	Compound Annual Growth	
	Dollars	Cases
1985-1990	█████%	█████%
1990-1995	█████%	█████%
1995-2000	█████%	█████%
2000-2005	█████%	█████%
2001-2006	█████%	█████%
2002-2007	█████%	█████%
2003-2008	█████%	█████%
2004-2009	█████%	█████%
2005-2010	█████%	█████%
2006-2011	█████%	█████%
2007-2012	█████%	█████%
2008-2013	█████%	█████%
2009-2014	█████%	█████%
2010-2015	█████%	█████%
2011-2016	█████%	█████%
2012-2017	█████%	█████%
2013-2018	█████%	█████%
2014-2019	█████%	█████%
2015-2020	█████%	█████%
2016-2021	█████%	█████%
2017-2022(p)	█████%	█████%
2018-2023(P)	█████%	█████%
2019-2024(P)	█████%	█████%
2020-2025(P)	█████%	█████%
2021-2026(P)	█████%	█████%

(p) Preliminary; (P) Projected

Source: Beverage Marketing Corporation